

WBWWA BOARD OF DIRECTORS MEETING

January 10, 1990

Tyee Hotel
Tumwater, Washington

I. Call to Order. President Whipple welcomed everyone. He stated he wanted everyone to work together, to combat our adversaries. There are a lot of issues out there and action has to be taken as a team to protect our business.

II. Roll Call. Roll call was taken.

III. Minutes. Minutes of the Annual Meeting 9/23/89, were passed out. There was a motion made by BJ Bjerke, seconded by Roger Grove, to approve the minutes as stated. The motion passed unanimously.

IV. Executive Director's Report. Phil Wayt commented on his seat on the newly created safe sales and service task force. This task force is made up of five trade associations, two government agencies, and the Liquor Reporter. It's urging liquor licensees to document and take credit for their efforts to encourage responsible sales and service. The program has the endorsement of Governor Booth Gardner and the participation of the Washington State Traffic Safety Commission and the Liquor Board.

Phil stated that Robert Toledo purchased Miller Brands in Kent and he is going to solicit him for membership.

He went on to state that the membership directory will be out in March, with a little different look.

V. Treasurer's Report. Terry Irvine directed the Board to their packets showing the cash statement as of December 31, 1989. Checking account was \$15,607 along with reserves of \$37,263, totalling \$52,870.

There was a motion by Fiore Pignataro, seconded by Roger Grove, to accept the Treasurer's report. The motion passed unanimously.

VI. Committee Reports.

A. PAC Committee. Bud Seifert stated that PAC checks were passed out before the session started. \$3,550 was distributed to Senators and \$4,600 to Representatives. He also stated the first 1990 Assessments have already been mailed out. A balance of \$17,037 in PAC funds as of 1/8/90.

PLAINTIFF'S EXHIBIT	
CASE NO.	CV04-0360P
EXHIBIT NO.	088

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President Whipple praised the Association on its contribution toward the PAC fund.

B. Legislative Committee Report. Dick Ducharme discussed issues facing the Association this upcoming session.

1. Entertainment Bill. Dick stated that the direction from WSLCB is to reintroduce the bill with more restrictions than last year's bill. A lot of groups are interested in this bill (i.e., Seahawks and Sonics). He also stated that he might draft more than one section to the bill, to include a section on food, a section on transportation and so on, so if the Governor was to veto the bill he has to do it in sections.

The Miller Brewing Company lobbyist has an Entertainment Bill proposal that is directed toward the Board, to make a change in regulation. Phil Wayt commented that it is very critical that we change in law, not through regulation. President Whipple proposed to leave this to Dick's discretion.

2. Anti-Drunk Driving Legislation. Washington State Medical Association (WSMA) is leading an effort to combat drunk driving. They are making the following proposals: 1) lower blood alcohol minimum level from 0.1% to 0.04%, 2) impose standards of responsible alcohol advertising and promotions through legislative action and regulatory action, 3) increase excise tax to help fund victims of alcohol abuse. Dick stated that the advertising issue might run into Federal regulations so the issue might not go through. However, the WSMA is circulating a petition throughout the legislature to support these issues. Members are encouraged to contact their legislators and ask them to refrain from signing the petition. Furthermore, when talking with your legislators on the issue of lower blood alcohol level, make sure we stress the fact that if the level was to be reduced from .1% to .04% it would be cost prohibitive. Today, a DWI takes two hours to administer, if reduced, it would cost the State a lot more money.

Ford Kiene urged members to do a ride along in their community so you get a hands-on experience of the DWI process.

Bob Stevens summed the entire issue by stating, let's get back to the facts - the problem is with repeat offenders and the problem drinker should be kept off the road (i.e., impounding the vehicle).

3. Liquor Control Board Committee. Phil commented on survey from Jan Britt. He stated the industry viewpoint on labeling was mixed. He thought they may look at this subject at a later date. Phil also commented the board had no regulatory proposals for this legislative session. Everything is status quo.

At this point we broke from the agenda and heard a presentation

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by Bill Schreiber and John DeLeva, Beer Drinkers of America. They stated that Washington was one of the 12 target states that BDA was expanding to. Bill stated that they were created three years ago and today have 150,000 dues paying members, plus 425 beer distributors have made contributions to their organization. BDA could be considered the 4th tier to the industry. Their target is the consumer, with focus on common issues with the industry. They went on to state their accomplishments: 1) help stop State tax increases, 2) sent thousands of letters to Congress to stop the Federal tax increase, and 3) worked with United States Jaycees to introduce "party smart" program. This program is used in over 500 colleges today.

Bill continued by stating, in February, a recruitment will start in Washington, via mail. To join, only \$5.00 per employee. In person, \$10.00 per employee.

John DeLeva stated their goals: 1) meet with distributors to answer questions, 2) help with legislative issues, 3) solicit new members, and 4) work with media.

After some discussion, Roger Grove made a motion that our association endorse Beer Drinkers of America. It was seconded by Ford Kiene. The motion passed unanimously.

At this time Senator Mike Patrick was presented a plaque from the Association for his time, effort and concerns for our industry.

4. Winery Liaison Committee. Bill Schallert stated that the Wine Institute is concerned and will support the Entertainment Bill with the Association. He also commented on AWARE-American Wine Alliance for Research and Education, is growing with over 600 members. He encouraged Association members to join this Association.

5. Alcohol Issues. Bob Stevens commented on the Montana Proposal we heard at the Convention. They would review the script, then the final product. Bob stated he would bring the results back to the Board this summer, before to the entire body.

VII. Old Business.

A. Fortified Wine Sales. Roger Grove commented on the suit against the State prohibiting the sale of fortified wine in a certain area (Pioneer Square). Roger went on to comment that he had concerns that this is just another way that they (Board) is putting restrictions on our industry. Bob Stevens urged Roger to go back to the people concerned with the suit against the State, to get from them exactly what they want.

After some discussion, BJ Bjerke made a motion to give the direction to the Executive Committee to look into the situation and have the authority to give the concerned people on the suit

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up to, but not to exceed \$1000. It was seconded by Ron Stoddard. The motion passed unanimously.

At this time Representatives Max Vekich and Grace Cole were presented a plaque from the Association for their time, effort and concerns for our industry.

B. 1991 Convention. 1991 Convention will be held at the Westin Hotel in Seattle. Phil stated that we will be getting a very acceptable rate.

C. 1992 Convention. Based on our convention in September, we wanted to return to the Coeur d'Alene Resort in 1992. Unfortunately, the Resort will not be available in 1992. The 1992 Convention site will go to the Convention Committee for their recommendations.

D. Other. After reviewing 1989 Convention, the profits will be down. Furthermore, Phil stated that our association should be compensated for all the extra time and effort that goes into making a Convention successful. After much discussion, there was a motion by Joe Gladfelter, seconded by BJ Bjerke, to have the Convention Committee review the 1989 Convention set-up and report back to the Board with their recommendation at the 1990 Summer Board meeting. The motion passed unanimously.

VIII. New Business.

A. NBWA Report. Blair Leckie reported that Congressman Al Swift will be at his office to discuss concerns to our industry on the national level.

Blair went on to encourage everyone to attend the Spring Conference in Washington, D.C. Also, NBWA membership increased by seven in 1989.

B. NWDA Report. No report to board.

C. WSWA Report. No report to board.

D. New Members:

Associate Members

American Linen/Steiner Corp
Supplier-Laundry Company

Freixenet USA, Inc
Supplier-Beverage Company

Raynor Garage Doors
Supplier-Garage Door Company

St Killian Importing

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Importer-Beer Importer

Ajax, Inc
Supplier-Trucking Company

Amermex Imports, Inc
Importer-Beer & Wine Importer

There was a motion by John Meyers, seconded by Ford Kiene, to accept the Associate Members as stated. The motion passed unanimously.

E. Other Business. Ron Jacobs commented that Phil re-evaluate the employee count at each distributorship on his next field visits to each district. Ford Kiene reported on the Designated Driver Summer Softball program by the Washington Traffic Safety Commission. The poster person will again be Alvin Davis of the Seattle Mariners. After discussion, there was a motion by Ford Kiene, seconded by Roger Grove, for the WBWWA to spend \$2200 for the Summer Softball program, as we did in 1989. The motion passed unanimously.

There being no further business, Ford Kiene moved to adjourn the Board of Directors meeting. The motion was seconded by Bud Seifert and passed unanimously.

Respectfully submitted,



Fred Bevegni, Jr.
Secretary

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